



# USDA/FAS TRADE SHOW TIDBITS

JULY 2006

**SEE YOU IN  
SEPTEMBER!**



**Tidbits** is taking next month off so that we can fish for events to endorse in 2008. However, don't let that stop you from netting new sales in the coming months. Visit (and bookmark) "What's Hot"

<http://www.fas.usda.gov/agexport/TS/WhatsHot.html>

## ASIAN ACCENTS



### **Asia Food Expo (Sept. 6-9, 2006)**

**Manila, Philippines.** This annual event is the largest food and beverage industry exhibition featuring food and beverage products and the latest food processing equipment. Last year's edition welcomed 523 exhibiting companies and 35,788 visitors. The Philippines is the largest market in Southeast Asia for U.S. consumer-oriented food products with significant potential for continued growth. Best market prospects include bakery, snack food, beverage ingredients and additives, natural and healthy food products, dairy consumer products and ingredients, pet food, juices, wines, beef, tree nuts, and dried fruits. For more information, contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

### **Food Ingredients (Fi) Asia (Sept. 13-15, 2006) Bangkok, Thailand.**

Recognized as the top meeting place for food ingredient suppliers, Fi Asia attracted 1,750 exhibitors and 6,500 visitors in 2004. Returning to the popular and accessible location of Bangkok in 2006, this successful event attracts food professionals from the entire Southeast Asian region. For more

info, contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

**Food & Hotel Vietnam (Sept. 27-29, 2006) Ho Chi Minh City.** Vietnam has a dynamic, well-educated population of 83 million consumers. It currently enjoys a stable high annual GDP growth rate. From 2001-2005 the economy grew over 7 percent annually, second only to China in Asia. Growth in the retailing sector is even higher at 10 percent per year for the past 5 years. Best product prospects include fresh fruits, dairy products, snack foods, packaged foods (canned fruits and vegetables, canned meat, juices, sauces), dried fruits, tree nuts, wines, chilled and frozen meat, frozen poultry, and confectionary. Contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

**Health Ingredients Japan (Oct. 4-6, 2006) Tokyo.** Japan is America's largest overseas trading partner and ranks as the third largest market in the world for food additives and ingredients. Health-conscious Japan is a growing market with high demands for functional and nutraceutical attributes. This is a great show for functional ingredients, food additives, and natural food ingredients. Best products include fruit concentrates, dried fruits and vegetables, soy products, grain and whole grain products, baking mixes, flavoring ingredients, and functional ingredients. The 2005 show drew almost 45,000 visitors and 480 exhibitors from 20 countries. Contact [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov) or call 202-720-2075.

**Food & Hotel China (Nov 30-Dec 1) Shanghai.** This show is one of the largest food and beverage and hospitality shows in China attracting

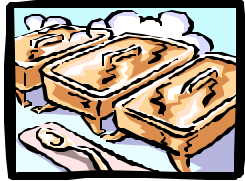
exhibitors from around the world and buyers from the entire region. China is the largest food market in the world with over 1.3 billion inhabitants, of which 350 million are urban consumers. The Greater Shanghai region has over 200 million consumers and the highest standard of living in China. Shanghai's ports are second worldwide in container traffic. New port facilities and better cold chain storage now make direct exports to Shanghai possible. This show provides an opportunity to meet China's leading distributors. Visit [www.fhcchina.com](http://www.fhcchina.com). For more info, contact [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov) or call 202-690-1182.

## LATIN SWING



**IFE Americas – 9<sup>th</sup> Americas Food & Beverage Show and Conference (Nov. 8-10, 2006) Miami, Florida.** The IFE Americas Food & Beverage Show is a unique hemispheric event that gives you exposure to U.S., Caribbean, Mexican, Central and South American buyers. Products most sought at the 2005 event were grocery products, juice and beverages, exotic foods and meat, poultry, and seafood. A survey of the USA Pavilion exhibitors reported about \$27.7 million in expected sales in the 12 months following the show as a result of show contacts. This event is expected to attract more than 5,500 attendees. For more information, contact [Pamela.Sherard@usda.gov](mailto:Pamela.Sherard@usda.gov) or call 202-720-7409. You may also visit [www.americasfoodandbeverage.com/](http://www.americasfoodandbeverage.com/).

## EUROPEAN SMORGASBORD



For more information on exhibiting in the USA Pavilion at any of the European shows listed, contact Sharon Cook at 202-720-3425.

**Health Ingredients (Hi) Europe (Nov. 14-16, 2006) Frankfurt, Germany.** Hi Europe 2006 will be an important event for everyone involved in the health ingredients industry. A total of 436 companies from 93 countries around the world exhibited at Hi Europe 2004 in Amsterdam. Attendance figures (over 7,000) were nearly 20 percent higher than the previous event in 2002 that was held in Paris.

**SIRHA (Jan. 20-24, 2007) Lyon, France.** SIRHA is the leading international forum for the food service sector in Europe. Held biennially, SIRHA 2005 welcomed over 1,850 exhibitors and approximately 165,500 visitors.

**Fruit Logistica (Feb. 8-10, 2007) Berlin, Germany.** Fruit Logistica is the world's largest international exhibition for fresh produce, dried fruits, and tree nuts. The 2006 event was more international than ever attracting 1,613 exhibitors from 64 countries and 36,000 visitors from 112 countries worldwide.

**BioFach (Feb. 15-18, 2007) Nuremberg, Germany.** If you want to exhibit, With 2,089 exhibitors and nearly 40,000 trade visitors from 116 countries, BioFach has become the world's leading international organic trade exhibition.



**S-U-C-C-E-S-S**

**\$3 Million in Sales Projected in Food & Hotel Beijing!** On June 7-9, 2006, Food & Hotel Beijing was held in Beijing, China. Since Beijing will be hosting the 2008 Olympic Games, this market is more important than ever before as Olympic-related tourism will dramatically increase the need for catered, restaurant, and consumer-ready foods. Over 5,585 China food trade visitors attended the show. Nineteen U.S. companies and cooperators exhibited in the USA Pavilion. Projected 12-month sales are estimated at over \$3 million. Products that generated interest included coffee, almonds, fruits, vegetables, nuts, rice, dairy products, and chicken products.